

DALLAS

Volume 14, No. 2

FEBRUARY, 1935

Price 15 Cents



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Honor Roll

Much credit is due the firms listed on this Honor Roll for the growth and prosperity of Dallas and their time proven responsibility has earned your consideration when in need for the commodities or service they represent.

Date Est.	Years Old	Name	Classification or Slogan
1869	65	The Schoellkopf Co.	Famous the World Over.
1872	63	E. M. Kahn & Co.	One policy, one ownership, one location for more than 60 years.
1872	63	Huey & Philp Hardware Co.	Wholesale Hardware.
1872	63	Stewart Title & Guaranty Co.	Abstracts of Titles.
1873	62	Moore & Co.	Wholesale Sash, Doors and Moulding.
1875	60	Higginsbotham Pearlstone Hardware Co.	Wholesale Hardware.
1875	60	Dallas Transfer & Terminal Warehouse Co.	Warehousing.
1876	59	Chas. Ott, Inc.	Safes, Guns and Locksmiths.
1876	59	Cowser & Co.	Lumber and Millwork.
1876	59	Dallas Coffee & Tea Co.	Wholesale Coffee and Teas.
1876	59	Fakes & Co.	Wholesale and Retail Furniture.
1876	59	Chas. L. Dexter & Co.	General Insurance Agents.
1876	59	Griffiths & Co.	Lumber, Building Material and Roofing.
1876	59	Trezevant & Cochran	General Insurance Agents.
1878	57	Fulton Market.	Fine Meats.
1882	53	Will A. Watkin Co.	Pianos. Over 50 Years in Dallas.
1883	52	Barrow, Wade, Guthrie & Co.	Accountants and Auditors.
1883	52	Western Newspaper Union	Newspaper Syndicate Service.
1883	52	Taber's, Inc.	Old English Silver and Antique Jewelry.
1884	51	Henry Pollack Luggage	Luggage, Best on Earth.
1884	51	Texas Paper Co.	Wholesale Paper.
1884	51	Gibbard Investment Co.	First Mortgage Loans.
1884	51	O. K. Harry Steel Works.	Sheet Metal Manufacturers.
1884	51	R. H. Dearing & Son.	Drilling Contractors and Oil Producers.
1885	50	Mosher Steel Co.	Structural Steel, Concrete Bars, and Ornamental Iron Works.
1886	49	Boedeker Ice Cream Co.	Finest Ice Cream Plant in the South.
1887	48	Dallas Ice Factory.	"Kler Kold" Manufacturers and Distributors.
1887	48	Metropolitan Business College	Stenographic, Secretarial, Accounting and Bookkeeping.
1888	47	I. Reinhardt & Sons	All Kinds of Insurance.
1889	46	Fred L. Laka & Co.	Rubber Stamps.
1889	46	J. W. Lindsey & Co.	Real Estate, Insurance and Bonds.
1890	45	J. M. Colville & Son.	Printing and Advertising.
1891	44	Gray & Graham	Texas' Leading Tailors.
1891	44	John Deere Plow Co.	Agricultural Implements and Tractors.
1892	43	The Egan Co.	Printers and Publishers.
1892	43	Sam Dysterbach Co.	The People's Department Store.
1893	42	Robert Nicholson Seed Co.	Garden, Field and Flower Seeds.
1893	42	Fleming & Sons, Inc.	Manufacturers of Paper and Paper Products.
1894	41	Southern Coal Co.	Wholesale Coal.
1895	40	Austin Bros.	Steel Fabricators.
1895	40	Hunt Grocery Co.	Complete Food Department Under One Roof.
1895	40	Fulton Bag & Cotton Mills.	Burlap and Cotton Bags, Tents and Tarpsaulins.
1896	39	Briggs-Weaver Machinery Co.	Industrial Machinery and Supplies.
1896	39	Sparkman-Holtz-Brand, Inc.	Homelike Environment for Funeral Services.
1897	38	Anderson Furniture Co.	Complete Home Furnishings.
1897	38	Fishburn-Oriental Dyeing & Dry Cleaning Co.	Where Cleanliness Is King.
1900	35	Dallas Tent & Awning Co.	Awnings, Tents and Canvass Goods.
1900	35	Packing House Market.	High Grade, Fresh and Cured Meats.
1900	35	The Murray Co.	Manufacturers of Cotton Ginning Machinery.
1901	34	Mason Engraving Co.	Steel and Copper Plate Engraving.
1901	34	Dallas Plumbing Co., Inc.	Plumbing and Heating Contractors.
1902	33	The Ezline-Lowdon Co.	Lithographing and Printing.
1902	33	Cullum & Boren Co.	Sporting and Athletic Goods.
1902	33	S. L. Ewing Co.	Typewriters, Adding Machines and Supplies.
1903	32	Republic Insurance Co.	Fire Insurance.
1903	32	Harry Kahn Plumbing Co., Inc.	Plumbing and Heating Contractors.
1903	32	Southwestern Life Insurance Co.	Life Insurance. A Texas Institution.
1903	32	Brown Cracker & Candy Co.	Wholesale Crackers and Candy.
1904	31	Atlas Metal Works	Metal Manufacturers.
1905	30	Schooler, Bird & Co.	Public Accountants and Auditors.
1906	29	Dallas Title & Guaranty Co.	Oldest in Texas.
1906	29	Dallas Towel Supply Co.	Linen Supply Service.
1910	25	Ware Rubber Co.	Exclusive Tire Distributors. Quality and Service.
1911	24	Graham-Brown Shoe Co.	Manufacturers and Jobbers of Shoes and Boots.
1912	23	American Transfer & Storage Co.	Warehousing, Local and Long Distance Moving.
1913	22	Wyatt Metal & Boiler Works.	Steel Plate Fabricators and Metal Workers.
1914	21	Hart Furniture Co.	Complete Home Furnishings.
1916	19	J. H. Shelton	Ford Cars, Parts, Etc.
1920	15	Dallas Union Trust Co.	Investment Stocks and Bonds.
1922	13	Adlota Show Case & Fixture Manufacturing Co.	Fixture Manufacturers of All Kinds.



DALLAS CHAMBER OF COMMERCE OFFICERS

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DALLAS

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THE COVER

This month's cover is a scene from the Spring
Style Show at Fair Park Auditorium, sponsored by
the Dallas Wholesale Merchants Association, which
attracted a record number of buyers to the Dallas
Market.

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FEET Follow Eyes as buyers seek the LIGHT

MEN and women alike instinctively turn toward the light. Buyers especially have not lost the ancient suspicion and mistrust of darkness. Where there is plenty of light, we see that all is well and we transact business with confidence.

Light draws the eyes of the passer-by. Illuminated signs and windows make your place of business easy to find, readily recognized. Lighted windows make merchandise more appealing. Inside, too, light plays an important part. Easy, unstrained seeing makes employees more efficient, customers easier to please.

Bring your place of business up to date with modern, efficient lighting. New equipment or wiring may be financed through the Federal Housing Administration. Industrial operation as well as retail sales are speeded up to greater efficiency by correct lighting. Let your electrical contractor advise you or ask your electric service company for a consultation on your lighting needs, without obligation.

Call 2-9321

**M o d e r n i z e
E l e c t r i c a l l y !**



Display of this emblem indicates co-operation with the Federal Housing Administration and progress in building modernization. Electric wiring and lighting equipment are important factors in the program for more efficient homes, business and industrial quarters. For advice and assistance in planning electrical installations, call your electric service company. Phone 2-9321.



DALLAS POWER & LIGHT COMPANY



Dallas Building Program Gets Under Way

CONSTRUCTION reports indicate that there is more new building under way or proposed in Dallas than in any other city in the Southwest. Residential construction is showing a considerable increase, with more activity in this field expected with the coming of spring, and a number of important new business buildings are being erected or will be started shortly. An important phase of the building program in Dallas at present is the modernization of existing buildings and the remodeling of downtown retail store buildings, an activity that is expected to increase greatly as preparations for the Texas Centennial in 1936 progress.

At present there are approximately seventy-five homes of the better class under construction, ranging in price from five thousand to fifty thousand dollars. Nearly all the architects' offices have plans in progress for new residences, and several hundred new homes should result during the year. Assuming an average price of six thousand dollars for the new residences now under construction, they represent a total of nearly half a million dollars. With a shortage of residences already being seriously felt, the residential building program in Dallas during the year should run into several million dollars.

New Apartments

In addition to single-family residences being built, there are about twenty apartment houses, of the two and four-family type under construction. While there is still some vacancy in existing apartments, the percentage of occupancy is higher than it has been for a number of years, and it appears entirely likely that there will be a substantial volume of this type of construction in the city during the year which will further aid in providing housing for the three to four hundred families that are now moving to Dallas monthly.

The new business building program is just getting under way, and there is sure to be a continuous increase in this type of construction because of the present

shortage of factory and warehouse buildings and the increasing number of new concerns requiring buildings of this kind.

The three most important new projects proposed for the near future are the postal substation at Jackson, Houston, Broadway and Commerce Streets, to cost in excess of half a million dollars, work on which will get under way shortly; a proposed new theater in the Highland Park Shopping Village, for the Hoblitzelle interests, to cost around \$125,000, and the remodeling of the Old Mill Theater at 1525 Elm Street, which will in effect be a new building as the present structure will be almost completely torn down and a new, modern theater erected in its place. Plans for the latter are in process of preparation.

New Business Buildings

Some of the new business buildings now under construction include:

A new building of brick, concrete and steel at Bryan, Olive and Federal Streets for Beard & Stone Electric Company.

A new one-story brick building being erected at 1727-29 Cadiz Street for George C. Hopkins, owner.

A one-story brick building at North Akard and San Jacinto Streets, being erected for Ira T. Moore and J. B. Adoue, owners, to be divided into stores and offices for several tenants.

A one-story brick and reinforced concrete building at 402 North Pearl Street for the Weaver Spring & Bumper Works.

A two-story reinforced concrete and brick building at 2117 Taylor Street, being erected for E. A. Johnson Company, wholesale grocers.

Packing plant for the Rosenthal Packing Company, on Eighth Street, in Oak Cliff.

Additions and improvements to existing buildings are expected to contribute materially to the building total during the year. Some activity in this field is already under way, with such projects as the following:

Addition to the plant of the Coca-Cola Bottling Co., 1101 Second Ave.

Remodeling of the existing building

and a substantial addition to the plant of Zenith-Casino Dyeing & Dry Cleaning Company, Carroll Street and Columbia Ave.

An addition to the nurses' home at Parkland Hospital, proposed.

A one-story factory addition to the plant of the D. Henderson Ice Tool Manufacturing Company at 3809 East Side Ave.

A large addition to the plant of the Pollock Paper & Box Company on South Lamar Street.

Addition of six floors to the Gulf States Security Building at the corner of Main and Akard Streets, the largest project of its kind under construction in the State at present.

Remodeling Work Increases

Remodeling and modernization, bringing existing buildings up to date and preparing for the Texas Centennial in 1936, is expected to be an important contributing factor to construction in Dallas during the next twelve months. The Adolphus Hotel has already announced plans for the expenditure of several hundred thousand dollars on work of this kind, and recently the Southland Hotel announced plans for spending around two hundred thousand dollars to bring that property up to date in time for the Centennial.

Some of the other remodeling projects now under way include the following:

New store front, display windows, etc., for Liggett's Drug Store at Elm and Ervay Streets.

New front for Paul's Shoe Store, Elm and Stone Streets.

New front for Kinney Shoe Store, 1304 Elm St.

Remodeling of the store building at 1112 Main St. for a tenant not yet announced.

Remodeling the business building at 2004 Cedar Springs.

Remodeling the business building at 4310 Bryan St.

Remodeling of first and second floors of the Andrews Building at Main and Akard Streets for Victory-Wilson, Inc.

Remodeling of a portion of the Volk Brothers Building at 1806 Elm St.

Remodeling of front and interior of the building at 1922 Elm St. for a new retail clothing store.

Remodeling the store building at 126 West Jefferson St.

(Continued on Page 16)

BUSINESS:

Items of Local and Regional Interest, Showing
Current Trends in Commerce, Industry and Finance

Federal Reserve Summary

A strong demand for merchandise at retail and sustained activity in wholesale distribution were constructive features of the business situation in this district during December. Following the heavy consumer buying in November, the December sales of department stores in principal cities reflected a seasonal rise of fifty-seven per cent over the previous month, and were fifteen per cent above those in the corresponding month a year earlier. The seasonally adjusted index of department store sales for December rose to the highest point recorded since the low point in January, 1933. Wholesale distribution, while showing the usual decline from November, was maintained at a higher level than a year ago. Several wholesalers reported a considerable volume of fill-in business. Debits to individual accounts at larger centers in December exceeded those of November by eighteen per cent, and were nine per cent above those in the corresponding month of 1933.

The agricultural and livestock situation continues to be affected adversely by the lack of moisture. Over the major portion of the district there is a deficiency of subsoil moisture and in some areas there is no surface moisture. Small grains, which showed considerable improvement following the rains early in December, are now showing a tendency to deteriorate. Heavy rains are needed to sustain plant growth. On the other hand, the mild temperatures and open weather have enabled farmers to make good progress with farming operations and have been favorable to livestock. The condition of ranges and livestock over much of the district continues poor to only fair. The absence of adequate pasturage has necessitated heavy feeding in some areas to sustain the condition of livestock. After the turn of the year, market prices of most classes of livestock reflected a noticeable advance.

Financial statistics reflected changes largely of a seasonal nature. The commercial loans of member banks in selected cities showed the usual decline between December 12 and January 9, and on the latter date were in about the same volume as a year ago. The combined net demand and time deposits of member banks in this district averaged \$793,025,000 in December, as compared with \$792,953,000 in November, and \$680,863,000 in the corresponding month of 1933. Member bank borrowings from the Federal Reserve Bank were in nominal amount, but this bank's advances to industrial and commercial businesses for working capital purposes had risen to \$1,102,000 on January 15. While the return flow of currency after the holidays reduced the circulation of Federal reserve notes,

the total on January 15 was substantially larger than a year earlier.

Although the valuation of building permits issued at principal cities declined thirty-eight per cent from November, the month which established a record volume for the year, the total for December was sixty-two per cent larger than in the same month of 1933. The aggregate volume for 1934 was twenty-two per cent larger than that for the previous year.

Bank Clearings

January bank clearings in Dallas were \$156,552,990, the highest January total since 1931 and a substantial gain over December, 1934. Clearings for January, 1934, were \$139,591,438 and for December, 1934, \$153,650,043.

Postal Receipts

January postal receipts in Dallas were \$301,773, the highest January total since 1931. Receipts in January, 1934, were \$295,369.

Building Permits

Dallas building permits for January totaled \$444,320, the highest January total since 1931. Dallas proper accounted for \$379,590; Highland Park, \$29,530, and University Park, \$35,200. Not included is a considerable volume of new construction outside the corporate limits of all three municipalities, particularly in the Preston Road and Northwest Highway districts.

Retail Sales

Retail sales in Dallas during December were fifty-five per cent greater than November and 19.1 per cent greater than December, 1933. For the entire year, 1934 sales were twenty-one per cent greater than 1933.

Commercial Failures

There were 225 commercial failures in Texas during 1934, compared with 500 for 1933. Liabilities of bankrupt companies in 1933 were \$11,877,000, in 1934, \$3,153,000.

Employment

Workers in industrial establishments in Dallas were 8.3 per cent greater in January, 1935, than in January, 1934. The 224 plants reporting showed a total of 12,643 workers, compared with 11,467 a year ago. For the State as a whole the number of workers employed in January, 1935, was 3.1 per cent greater than on the same date in 1934.

Savings Deposits

Savings deposits in Dallas on December 31, 1934, were \$25,304,741 as compared with \$23,619,610 on the same date in 1933. Number of depositors increased from 72,749 to 75,856.

Automobile Registrations

Motor vehicle registrations in Dallas County on December 31, 1934, totaled 88,918, a gain of 1,140 over the same date a year before, according to the records of the State Highway Department.

Employment

Marked improvement in employment conditions is reported by the Dallas County Relief Board. During January 296 families were removed from the relief rolls because some member of the family had found employment putting the family on a self-sustaining basis. A total of 894 persons were removed from the rolls during the month.

Life Insurance

New life insurance written in 1934 showed an increase of 10.1 per cent over 1933 and the December volume was the highest for the year, showing a gain of 17.2 per cent over December, 1933, according to the National Association of Life Insurance Presidents.

Tax Payments

Payment of current and delinquent taxes to February 1 has considerably exceeded the budget estimate of \$3,762,000, according to City Tax Collector L. L. Bristol. A similar report comes from the office of Dallas County Tax Officer Ed Cobb.

Benefit Payments

Texas has received \$80,341,651 in rental and benefit payments, or more than one seventh of the Nation's total, since the Agricultural Adjustment Administration began paying farmers who co-operate in its program.

Customs Collections

Dallas led all cities in the Galveston customs district in collections during January, with a total of \$174,107 as compared with \$139,269 for Houston and \$91,914 for Galveston.

More than 20,000,000,000 pounds of meat, a new record, were consumed in the United States in 1934, according to W. W. Woods, president of the Institute of American Meat Packers.

New Oil Men's Club Dedicated

The Dallas Petroleum Club, new organization of Dallas oil men formally dedicated its club rooms on the roof of the Baker Hotel with a dinner dance and floor show on February 9.

The Club occupies the entire east wing of the seventeenth floor of the Baker Hotel. The connection with Peacock Terrace was walled up, entrance being from the elevator lobby, through a hall, and the large room, formerly the South Room, divided by screens into a reception hall, lounge, dining room and private dining or conference room. The interior was redecorated and refurnished throughout. The Club was informally opened December 3, the formal opening being postponed until the new year. Membership is limited to 100.

D. A. Little, president of the Magnolia Petroleum Company, is president of the Club, while R. B. Whitehead of the Atlantic and Russell S. McFarland of the Texas Seaboard are vice-presidents and Harry J. Morelang of the Oil Well Supply Company is secretary-treasurer. Governors include Harry Bass, Harold Byrd, W. H. Francis, D. A. Little, Capt. J. F. Lucey, Harry Morelang, R. H. Morrison, H. S. Moss, Russell S. McFarland, Jack Pew, R. B. Whitehead and Carl A. Young.

Huge Sum Spent by Local Utilities

Public utility companies in Dallas spent \$1,355,628.28 for new construction, materials and equipment, over and above expenditures covered by building permits, during 1934, according to the report of John W. Everman, supervisor of public utilities. Expenditures by companies were:

Southwestern Bell Telephone Company: Central office equipment, \$34,514.87; outside plant, \$110,189.40; substation equipment, \$698,729.83; total, \$843,434.10.

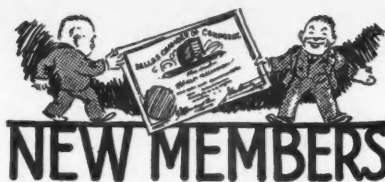
Dallas Gas Company: Street mains, \$61,653.91; services, \$37,141.89; meters and connections, \$35,644.00; total, \$134,439.70.

Dallas Railway & Terminal Company: No construction during 1934.

Dallas Power & Light Company: Distribution lines, \$373,556.79; generating stations, \$4,197.69; total, \$377,754.48.

Southwest Wins Cup

The Southwestern division of the Kraft-Phenix Cheese Corporation was awarded, for the third time, the Philadelphia Cream Cheese Cup by John Kraft at the conclusion of the general Southern sales convention in New Orleans in January. The award was made on the division's sales record for 1934, and since the cup has been won for the third time by this division it will remain permanently in the division offices.



Applications of the firms listed below for membership in the Dallas Chamber of Commerce have been approved by the board of directors and the firms elected to membership:

J. M. Chandler, 1018 Republic Bank Bldg; attorney.

Western Messenger & Errand Service Co., 1001 Camp St.; messenger service; L. Brooks and Paul Harris.

S. S. Stafford, Inc., of Texas, Santa Fe Building; distributing branch for Stafford's products. Fred Deutsch, president and general manager.

Haynes B. Ownby Drilling Company, 1204 Magnolia Bldg.; oil well drilling.

Turf Advisory Service, 302 Allen Bldg.; P. D. Williams.

C. Maurice Holland, 318 North St. Paul (Uptown Theater); resident theatrical company.

Merchants Realty Company, 1111½ Main St.; business rentals; L. L. Jester.

June 1, 1936, has been tentatively set as the opening date of the Texas Centennial Central Exposition to be held in Dallas. Preliminary plans are being rushed to completion and within a short time an extensive construction program at the exposition grounds is expected to get under way.

2,600 Men Now at Work in Dallas Plant of Ford Motor Company

With 2,600 men on the payroll, the largest number in its history, and with production stepped up to the highest level since 1926, the East Grand Avenue plant of the Ford Motor Company is proving a potent factor in bringing Dallas back to prosperity.

Due to heavy demand for the new Ford passenger cars, trucks and commercial units, it has been necessary to step up the production to 350 units per day. Even this figure, highest here since 1926, is barely sufficient to take care of dealers' orders.

The annual payroll of the local assembly branch amounts to approximately \$2,500,000, and it is estimated that in Dallas alone there are more than 13,000 persons directly dependent on Ford assembly, sales and service for their livelihood.

Ford purchases in Dallas approximately \$200,000 worth of merchandise annually, and there is a large amount

New Bus Service to West Texas

Dallas' transportation facilities were augmented in January by the establishment of a regular passenger bus route between Dallas and Seymour. The new line will be known as the Decatur-Seymour division of Dallas-Wichita Falls coaches, of which Winfield Morten of Dallas is president.

The line operates through Decatur, Jacksboro and Olney to Seymour, and offers five-hour service between Seymour and Dallas. Eastbound busses leave Seymour at 6:15 p. m., reaching Dallas at 11:30 p. m., and westbound busses leave Dallas at 4:50 p. m., arriving in Seymour at 10 p. m. Additional schedules will be announced when new equipments arrives, Mr. Morten said.

The line connects at Seymour with busses for Lubbock and other West Texas points. The route from Dallas to Lubbock is paved except for a few miles.

New, modern, luxurious coaches will be used, and the shortness of the route offers to West Texans vastly improved facilities for reaching the shopping center of the Southwest.

"Dallas has become much more accessible to the people of a vast section of West Texas through the inauguration of this direct route," Mr. Morten said. "There was a time when a trip to Dallas from the Plains country was a long one. Now it has become a short pleasant journey. It means they will now develop the habit of coming to Dallas to buy, since it is so much easier and less expensive to get here."

spent each month in this area as a part of the sectional and national advertising campaigns.

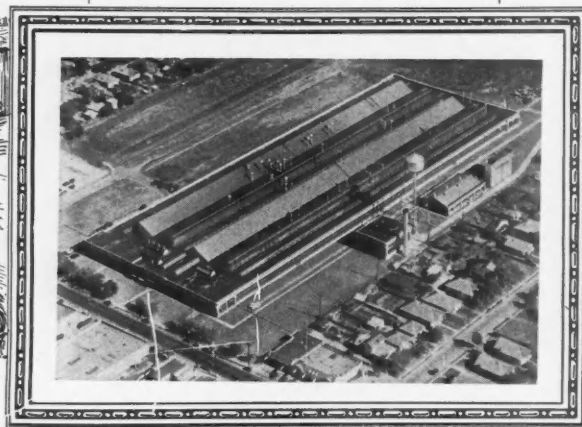
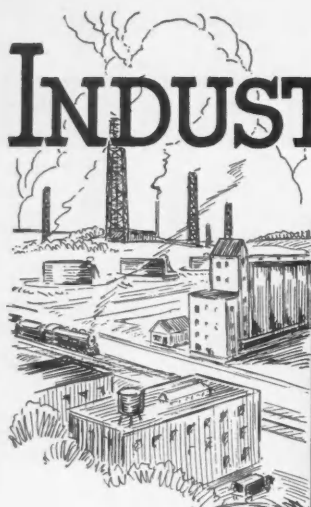
Tonnage of the company comprises an important part of Dallas carriers' payload. In one average year Ford pays \$2,900,000 for transportation of Ford cars and parts to and from the Dallas branch alone.

During January 406 outbound carloads and 630 inbound carloads of freight were handled, which represented for this month a revenue of approximately \$320,000 to the carriers.

Less-than-carload freight averages approximately 1,375,000 pounds per month, meaning another large amount of revenue for the carriers.

The plant on East Grand Avenue, which is open to visitors, is especially interesting at this time of increased activity. Guides are present at 9, 10 and 11 a. m. and at 1, 2 and 3 p. m. daily to conduct visitors through the plant.

INDUSTRIAL DEVELOPMENT



LEADING DALLAS INDUSTRIES

Dallas Plant of Ford Motor Company on East Grand Avenue

New Concerns

January started the new year in Dallas with 112 new businesses, the highest January total in four years. Included in the list are seven manufacturing plants, seventeen wholesalers, fifty retail establishments, four oil companies, thirty-four miscellaneous and seven branches of sectional or national concerns.

* * *

Manufacturers

Auto-Matic Garage Door Co., 1007 Santa Fe Bldg. Patented automatic garage doors being made for the company by the Atlas Metal Works.

Betty Brooks Company, Inc., 9th floor Perkins Bldg.; plant to manufacture nurses and waitresses uniforms. Home office, Los Angeles.

Delicious Baking Company, 207 North Ewing St. Bakery.

Gold-Claire Hat Company, Inc., 201 Wholesale Merchants Bldg. Millinery manufacturers.

R. F. Pool Manufacturing Company, 1705 Pacific Ave. Manufacturers of uniforms.

Sisto Manufacturing Co., 228 South Adams St. Grave markers and undertakers' supplies.

Standard Specialty Company, 325 North Ervay St. Manufacturers of "Typo" type cleaner.

* * *

Wholesalers

Abbott Laboratories, 611 Santa Fe Bldg., Unit 2. Pharmaceuticals. Frank A. Davis, district manager. Home office, Chicago, Ill.

American Industrial Machinery Co., 2214 Main St. New and used machinery. Davis B. Meshevsky, president.

Angel Cream Donut Flour Company, 619 East Tenth St. Flour.

Dallas Monumental Art Company, 3615 Ross Ave.

J. B. Harpold, 1708 Commerce St. Office furniture.

Interstate Brokerage Company, 206 Produce Exchange Bldg. Produce brokers.

S. H. Knopf & Company, 612 Santa Fe Bldg. Leather coats and sport clothing. Home office, North Abington, Mass. Melton J. Grossman, director of Southwestern sales.

The McCall Company, 710 Commerce St., fourth floor. Patterns. Alta Thompson, manager. Home office, New York.

Nelms Wholesale Candy Company, 302 South Beckley Ave.

Sanderson & Maupin, 607 Thomas Bldg. Manufacturers' agents.

Texas Plumbing & Supply Co., 2215 Olive St. Plumbing supplies.

Western Radio Service & Supply Co., 1645 Pacific Ave. Radios and supplies.

Automotive Supply & Parts Co., 2414 Commerce St. Automobile equipment.

J. W. Collier, 2201 Laws St. Wholesale liquors.

Dallas Ball & Roller Bearing Co., 313 South Pearl St. Bearings.

The Book House for Children, Southland Life Bldg. Publishers. Home office, Chicago.

Sonotone Company of North Texas, 623 Santa Fe Bldg. Hearing aid equipment. L. T. Walker, manager. Home office, New York.

Oil

Bennett Pipe Line Corporation, 1209 Republic Bank Bldg.

Graddy Petroleum Corporation, Burt Building. Incorporated by R. A. Graddy, I. H. Graddy and N. E. Hays.

Monday Oil Company, incorporated with capital stock of \$100,000, by Clyde H. Alexander, John E. Curran and others, with Dallas as headquarters.

Smith Separator Company, W. G. Palmer, 312 North Marsalis Ave., district representative. Home office, Tulsa.

* * *

Miscellaneous

Benjamin-Taylor Company, 1314 Athletic Club Bldg. Advertising.

Bois D'Arc & Southern Railway Co., 613 Santa Fe Bldg. E. P. Gaines, Jr., president.

Electric Construction Co., 506 Construction Bldg. Electrical contractors.

Farmers & Bankers Life Insurance Co., 410 Dallas Bank & Trust Bldg. District office, with W. R. Terhune, formerly of Fort Worth, as manager. Home office, Wichita, Kansas.

Hawley Finance Company, 910 Dallas Bank & Trust Bldg. Loans.

Hollon & Wilson, 209 Construction Bldg. Contractors.

E. Milliken, 808 Southwestern Life Bldg. Investments.

Mossler Acceptance Company, 606 Burt Bldg. Automobile financing. Home office, New Orleans.

Southern Health Association, 1506 Dallas Bank & Trust Bldg. Insurance.

C. M. Van Zandt & Co., 209 Andrews Bldg. Tailors.

Western Messenger & Errand Service Co., 1001 Camp St. Deliveries by messengers.

Withers & Rogers, 601 Allen Bldg. Automobile loans.

Novich Finance Company, 1224 Republic Bank Bldg. Loans.

Southwest Insurer, 535 Allen Bldg. Insurance publication. John C. Leissler, publisher; Clifton Blackmon, editor.

EXPANSIONS

Wholesale Furniture

Higginbotham - Pearlstone Hardware Company, 1701 North Market St., on January 1 added a wholesale furniture division with Frank O. Tackett, manager. In announcing the new division, O. H. Mann, vice-president and general manager, said:

"We have contemplated the addition of a furniture division for some time. Improved business conditions of the past few months and our confidence in the future have hastened our decision in making the wholesale furniture division available to our customers at the beginning of the new year."

New York Office

The Marcy Lee Manufacturing Company, 2212 South Lamar St., has opened a permanent New York office and showroom, according to E. G. Wadel, president. The company manufactures cotton wash dresses which are distributed nationally. Founded in Tyler with only ten machines, the plant moved to Dallas in 1926 and now operates 500 machines.

Drapes and Curtains

The Regina Manufacturing Company has leased a whole floor in the Perkins Building at Jackson and Austin Streets, made necessary by increased business and an expansion of the company's manufacturing facilities. The company manufactures curtains and drapes, which are distributed throughout the Southwest. Melvin K. Hurst is president.

Retail Furs

A. Buckspan, furrier in Dallas for twenty-five years, has moved into larger quarters at 1619 Main St., made necessary by a rapidly growing volume of business. The new location is air-conditioned and has a display room, shops and remodeling rooms and a storage room to accommodate 15,000 garments.

Opens Branches

The Folsom Company, one of the best-known sales and merchandising organizations in the Southwest, has opened

branches in Oklahoma City, New Orleans and Houston. Al I. Folsom is head of the company; general headquarters are at 212 North Austin St., Dallas.

Plant Enlarged

Addition of a second story and other improvements are under way at the plant of the Coca-Cola Bottling Company, 1101 Second Ave. The work will cost \$20,000. Bertram C. Hill is the architect and L. H. Lacy the contractor.

Life Insurance

Yeomen's Mutual Life Insurance Company, Des Moines, Iowa, has consolidated its Dallas and Fort Worth offices in a new regional office in the Tower Petroleum Building.

Auto Supplies

Babcock Auto Company, which maintains a downtown store at Commerce and Harwood Streets, has taken a five-year lease on a building at 407 West Jefferson St. for a new store to serve Oak Cliff.

Women's Clothing

Silktex Company, Inc., 1110 Commerce St., manufacturing women's and children's clothing, has filed an amendment to its charter increasing its capital stock from \$25,000 to \$50,000.

Stafford Distributes From Dallas

On January 1, Dallas became one of the three principal distributing points of S. S. Stafford, Inc., of New York, manufacturers of inks and kindred products.

For the last eight years Stafford products have been distributed in the Southwest by the International Distributing Company, with offices in the Santa Fe Building, with Fred Deutsch as head of the distributing agency. On January 1, S. S. Stafford, Inc., of Texas succeeded the International Distributing Company, with Mr. Deutsch as president and general manager.

Territory assigned to S. S. Stafford, Inc., of Texas includes the following states: Texas, Oklahoma, New Mexico, Colorado, Kansas, Missouri, Iowa, Nebraska, Minnesota, North Dakota, South Dakota and Wyoming.

Besides Dallas, the two other distributing points for Stafford products are New York and Chicago.

Stafford products consist of inks, adhesives, carbon papers, typewriter ribbons, polishes, floor waxes and kindred chemical products.

Selection of Dallas for a major distributing center was effected after a thorough analysis of the country's markets and a study of facilities for distribution, according to Mr. Deutsch.

California Company Opens Factory

In 1934 the Betty Brooks Company of Los Angeles established a sales branch and sample room in Dallas. So successful was the venture that on February 1 the company opened a manufacturing plant on the ninth floor of the Perkins Dry Goods Building, leasing a whole floor of ten thousand square feet.

In the Dallas plant uniforms for nurses, waitresses and servants will be manufactured, for distribution throughout the Southwest. Later it is planned to add a second unit to make dresses for this market. Irving Brooks is manager in charge of the Dallas plant.

Oil Company Moves From Houston

Carl B. King Drilling Company, active in the various fields of the Southwest as oil well drilling contractors, has moved its headquarters to Dallas from Houston and is now located at 1509 Tower Petroleum Bldg. The company was originally located in Tulsa and moved to Houston about two years ago. Dallas was selected for permanent headquarters because of its central location with respect to the principal producing fields of the Southwest.

Another Drug House Opens Branch

Abbott Laboratories, one of the country's leading manufacturers of drugs and pharmaceuticals, has established a Southwestern sales and distributing branch in the second unit of the Santa Fe Building. Frank A. Davis is district manager. Large stocks will be carried in Dallas from which point Texas, Oklahoma and New Mexico will be supplied. The company's headquarters are in North Chicago, Ill.

Ships From Dallas

Clancey Sales Organization, 419 South St. Paul St., has been appointed warehouse agent in the Southwest for W. F. Young, Inc., Springfield, Mass., manufacturers of Absorbine, Jr. The Dallas company will handle distribution from Dallas to Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

Display Goods Here

Recognizing the importance of Dallas as an apparel market thirty-one California manufacturers had displays in Dallas during the recent spring market season. A number of manufacturers on the Pacific Coast maintain permanent branches or plants in Dallas to serve the Southwest.

The Dallas Public Schools, at the second semester, opening in January, showed an increase of 2,000 pupils over the same date last year.

1934 Oil Production

Developments Strengthen Dallas' Position as Logical Oil Capital of Nation

THE United States produced 903,104,233 barrels of oil in 1934, according to figures published in the annual statistical number of the Oil & Gas Journal. Of this amount Texas produced 378,233,017, or approximately forty-two per cent of the Nation's total.

The Southwest—Texas, Oklahoma, Arkansas, Louisiana and New Mexico, produced 617,161,647 barrels, or sixty-six per cent of the country's total production.

Thus Texas continues its place as the greatest oil-producing region of the world and the dominant factor in the oil industry of the Nation. Although under more stringent restrictions than any other region, East Texas, with production in 1934 of 178,500,411 barrels, continues as the greatest oil field in the world and the greatest source of oil in Texas.

Dallas Logical Oil Capital

Analysis of the production figures for 1934 still further emphasize the strategic position of Dallas as the Nation's logical oil capital. Within overnight travel are the major fields of the Southwest accounting for sixty-six per cent of the national output, with East Texas and East Central Texas, more accessible from Dallas than any other city, the greatest producing region in Texas.

Other important regions, more accessible from Dallas than any other important oil center, with 1934 production are: North Texas, 22,053,368 barrels; Texas Panhandle, 20,352,910 barrels; Central Texas, 10,758,384 barrels; West Texas, 49,704,065 barrels; New Mexico, 16,438,878 barrels.

The Texas Gulf Coast, although attracting considerable attention during the last year or two, accounted for a total of only 60,987,984 barrels, or about one third of the production of the East Texas fields.

Total production and active wells, by states, were as follows:

	Production	Active Wells
California	178,508,566	11,399
Oklahoma	178,652,012	57,667
Texas	378,233,017	53,513
Arkansas	11,359,458	2,803
Kansas	45,754,117	19,558
Wyoming	12,488,995	3,718
Louisiana	32,478,282	2,480
Illinois	4,472,000	14,520
Pennsylvania	14,572,000	79,500
Ohio	4,299,000	34,550
Kentucky	4,868,000	14,300
West Virginia	4,133,000	14,200
Montana	3,509,015	1,512
New York	3,814,000	14,625
Colorado	1,130,375	193
New Mexico	16,438,878	592
Indiana	816,000	1,450
Tennessee	11,000
Michigan	10,566,518	1,070

Importance of East Texas

The importance of Texas as an oil-producing State, and the magnitude of the great East Texas field, are shown in figures compiled by R. B. Whitehead, chief geologist of the Atlantic Oil Producing Company. According to Mr. Whitehead, if all the oil produced in East Texas up to January 1 were put in standard forty-two gallon barrels and the barrels laid end to end, they would reach twice around the world at the equator. If all the oil produced by Texas up to the beginning of 1935 was spread over the huge State of Texas, it would make a mammoth lake two feet deep.

Of all the oil produced in the United States since its discovery in Pennsylvania now totaling 17,600,000,000 (billions) barrels, Texas alone has produced 3,900,000,000 (billions) barrels. The oil was worth about \$18,000,000,000 (billions), while Texas' share of this represented approximately \$4,000,000,000 (billions).

East Texas alone contributed about \$150,000,000 to the wealth of the State last year with its oil, of which royalty owners, including many farmers, received \$19,000,000. These East Texas royalty owners are receiving about \$55,-

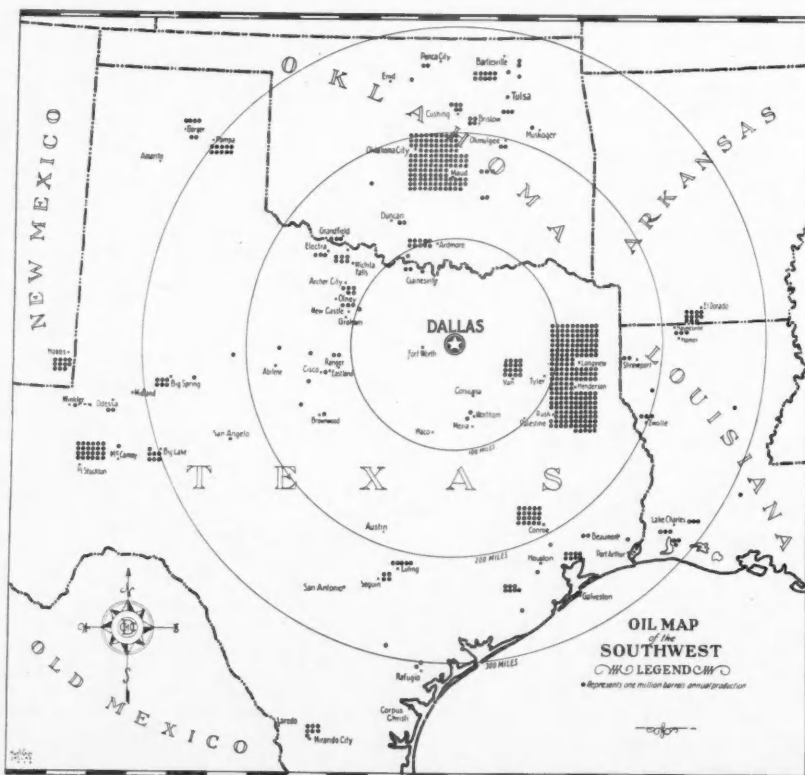
000 a day, of which at least twenty-five per cent remains in East Texas.

East Texas to January 1 had produced around 745,000,000 barrels of crude, or a yield so far of 5,500 barrels per acre of 117,000 productive acres. Total yield was around 2,500,000,000 (billions) barrels, or 22,000 per acre average ultimate recovery. Density is now one well to 7.5 acres, with approximately 15,700 wells, but final density was placed around one well to 6.9 acres, with 17,000 wells probable total. There are now 972 pump-jacks, 121 on gas or air lift and 768 water wells in East Texas, while to January 1 around \$200,000,000 had been spent in the one field on equipment, drilling, putting on pump and the like.

Mr. Whitehead states that Texas, with all its production, has as yet only been scratched so far as oil production is concerned. There are structures in Dallas County, within fifteen minutes of Dallas, according to Mr. Whitehead, that may indicate a field, and much of the State is potential oil-producing territory.

Script Books Available

Practically all rail lines west of Chicago to the Pacific Coast now have on sale an interchangeable (between railroads) script book which is a money saver to the man who must carry excess baggage. The script book contains \$15.00 worth of coupons of five-cent denomination, but costs just \$10.00. This means a saving of thirty-three and one-third per cent in excess baggage costs.



The above map shows Dallas' central location with respect to the principal producing oil fields of the Southwest, now accounting for 66 per cent of the Nation's total annual production.

Seek Conventions for Centennial

MAKING 1936, Texas Centennial year, the greatest convention season in the history of Dallas, is the goal of the Chamber of Commerce Convention Committee, which had its first meeting the past month. This new committee, which will strengthen the efforts of the Convention Department of



John C. Massenburg

the Chamber, has as its chairman, John C. Massenburg. He recently returned to Dallas after two years at Birmingham where he was spared the necessary time from his company's work to serve as chairman of their Chamber's convention committee. John J. Kettle was elected vice-chairman. A list of the thirty-one members of the committee was carried in "Dallas" last month. Chairman Massenburg appeals to all Dallas people to help Dallas and the Centennial celebration by inviting their conventions to meet here next year. He would appreciate all suggestions as to conventions being turned in to Z. E. Black of the Convention Department of the Chamber, and the committee will then be able to co-operate in pushing the Dallas invitations.

Low rates that will maintain on transportation lines from throughout the Nation and national publicity about the Centennial should make for splendid attendance at national conventions to be held in Dallas next year. Already several valuable conventions have been booked for 1936 and preliminary invitations have been extended to some 100 organizations, and some 200 more are being planned.

A highlight in convention circles the past month was when Otto Lang, president of the Florists Telegraph Delivery Association, prevailed on his board assembled at Detroit to give Dallas their 1936 international convention. This will bring some 1,200 to 1,500 in September of that year, and will be its first Texas convention.

Among other conventions choosing Dallas within the past few weeks are Texas Hardware & Implement Association, January 1936, attendance 800; Texas Association of Fairs, January 1936, attendance 100; Texas Association of Real Estate Boards, W. W. Fisher of Dallas being elected president, month of their next meeting not yet set; also a Praetorian convention bringing some 350 in April, 1935, and the Supreme Senate of the Praetorians on May 14. The Texas Telephone Association chose Dallas for its convention, March 25-27, 1935, attendance 400, and the Southwestern Professional Photographers Association

(Continued on Page 14)

Look at YOUR Office from a Modern Public's Viewpoint



Does it Reflect a Successful, Progressive, Efficient Organization?

In Dallas there are many offices which are ten, twenty or thirty years out of date. The owners of these offices have worked in them so long and become so accustomed to them that they never stop to consider the unfavorable impressions these offices make upon a modern minded public.

These same seasoned executives live in modern homes, dress the part of the modern business man, ride to work in a late model car, and trade with the most up to date stores in town. The trouble is, they have been too close to their business to realize how out of "tune" their offices are with this modern business world.

Don't let your offices give the wrong impressions of your product, your business or you. Modernize them to meet present-day business standards—both for the sake of your employees and for the sake of the public with whom you do business.

STEWART OFFICE SUPPLY CO.

STEWART BUILDING

1521-23 COMMERCE STREET AT LANE ST.

DALLAS



Manufacturers, Wholesalers

Warning! Act Now!

Write, phone or wire your Senator or Representative at Austin that you do not want a Sales or Consumers' Tax of any kind! Urge him to vote AGAINST any proposals for new or increased taxation . . . tell him emphatically that our government costs must be kept within the amount that is necessary to meet the present income. Tell him that you know that the citizens of Texas are in no position to pay any new taxes of any kind at this time. DO IT NOW!

We appeal to you to beware of giving encouragement to the sales tax, whether it be a straight sales tax or one that is imposed by Constitutional amendment. The Sales Tax is just an added tax wherever imposed.

We quote from two authoritative sources:

Leigh Watkins, Jr., Director of Research, State Tax Commission, Jackson, Miss., February 7: "The rates imposed by the Mississippi Sales Tax Act range from one eighth of one per cent to two and one-half per cent. The Act is popularly referred to as Sales Tax Act. It is, however, a tax measured by gross income, or gross receipts. The passing of the tax is done by a large proportion of the retailers, or by those affected by the higher rates, as in the case of utilities and carriers. Manufacturers and wholesalers, as a rule, absorb the tax."

Retail merchants in Indiana testified that the gross receipts tax, or commonly called sales tax of that State, because of inability to pass it on, had doubled their tax bills.

James Pryor Co., with retail stores in six Mississippi towns, says: "The imposition of the Mississippi sales tax in no wise prevents counties or cities increasing rates of taxation or increasing the ad valorem value in order to get additional taxes. The claim that realty taxation will be reduced is a figment." Quoting from a letter from that company: "The thing should be opposed in your State to the last ditch. In my opinion it is one of the most important beginnings of the

crumbling of government. It utterly disregards the principle of the ability to pay."

Retail secretaries, in convention in New York January 14, passed the following resolutions: "State and city retail sales taxes are unjust and inequitable, burdening both retailer and consumer, and retail sales taxes which are in reality consumer taxes be strenuously opposed."

These secretaries from the forty-eight states were speaking the opinion of the retail merchants of the country, and especially significant since the sales tax or other general taxes have been tried and found wanting in twenty-six states.

It is also significant that in the twenty-six states where they thought that the sales tax would solve their tax problems, and that it would reduce property taxes and also the state deficit, that very little, if any, property tax has been reduced and in each of those states the deficit has increased, and that to most staggering proportions, notably as in California where before the imposition of the tax they had thirty millions deficit, and now about one hundred and thirty millions. On the other hand, Texas, the only State to reduce expenses and economize, did not impose new tax burdens, but did reduce its deficit.

Write your state representatives at Austin and tell them that you are opposed to any and all new tax burdens, and ask them to give the State two more years of the same economical government.

Citizens Anti Sales Tax Committee

Opposing All New Tax Burdens

Dealers, Retailers, Beware

SENATE

J. W. E. H. Beck.....DeKalb
John Redditt.....Lufkin
Joe Hill.....Henderson
Allan Shivers.....Port Arthur
Nat Patton.....Crockett
Clay Cotten.....Palestine
Will D. Pace.....Tyler
T. A. DeBerry.....Bogata
Olin R. Van Zandt.....Tioga
Wallace Hughston.....McKinney
Claud C. Westerfeld.....Dallas

Will N. Martin.....Hillsboro
W. R. Poage.....Waco
Albert S. Stone.....Brenham
L. J. Sulak.....LaGrange
Weaver Moore.....Houston
Thos. J. Holbrook.....Galveston
E. J. Blackert.....Victoria
John Hornsby.....Austin
W. K. Hopkins.....Gonzales

Roy Sanderford.....Belton
H. Grady Woodruff.....Decatur
Ben G. O'Neal.....Wichita Falls
Wilbourne B. Collie.....Eastland
E. M. Davis.....Brownwood
Ernest Fellbaum, Sr.....San Antonio
Jim Neal.....Miranda City
Frank H. Rawlings.....Fort Worth
K. M. Reagan.....Pecos
Arthur P. Duggan.....Littlefield
Clint Small.....Amarillo

HOUSE OF REPRESENTATIVES

Jasper N. Reed.....Texarkana
A. Crossley.....Linden
E. H. Beck.....Texarkana
Otis Dunagan.....Big Sandy
Robert H. Wood.....Marshall
Merritt Gibson.....Marshall
L. E. Alsop.....Carthage
R. M. Leath.....Henderson
Edwin Tillery.....Nacogdoches
Hugh Jones.....Center
W. W. King.....Bronson
J. T. Roach.....Lufkin
Amos Scarborough.....Jasper
A. W. Roark, Jr.....Saratoga
B. E. Quinn.....Beaumont
H. L. M-Kee.....Port Arthur
C. E. Nicholson.....Port Neches
Mrs. H. B. Moore.....Texas City
E. H. Thornton, Jr.....Galveston
George F. Howard.....Houston
Roy Hofheinz.....Houston
R. H. Holland.....Houston
Emmett Morse.....Houston
Kenneth McCalla.....Houston
George G. Roane.....Rosenberg
E. C. Hill.....Angleton
Fred Mauritz.....Granada
J. J. Olsen.....Yoakum
R. A. Fuchs.....Brenham
Charles D. Rutta.....Columbus
George B. Butler.....Bryan
W. M. Craddock.....Quitman
Traylor Russell.....Mt. Pleasant
C. D. (Buck) Bourne.....Clarksville
A. M. Aikin.....Paris
C. C. Canon.....Honey Grove
J. W. Hunt, Jr.....Como
G. C. Morris.....Greenville
W. W. Fitzwater.....Bonham
Jesse Roach.....Commerce
Byron England.....McKinney
J. H. Waggoner.....Whitewright
J. W. Adamson.....Denison
Grover Burton.....McKinney
John A. Atchison, Jr.....Greenville
Frank A. Wood.....Nocona
Herman Jones.....Decatur
Bullock Hyder.....Lewisville
Jeff D. Stinson.....Dallas
W. O. Reed.....Dallas

Sarah T. Hughes.....Dallas
Fred Harris.....Dallas
James J. Collins, Jr.....Dallas
Rawlins M. Colquitt.....Dallas
Harlee Morrison.....Terrell
Wallace R. Broyles.....Fruitvale
Jap Lucas.....Athens
Edgar Keefe.....Frankston
Gaston Palmer.....Normangee
H. B. Steward.....Fairfield
Joe Kelton Wells.....Corsicana
Dero D. Cowley.....Hillsboro
Hall Colson.....Iola
Carl Bergman.....Corrigan
Gordon M. Burns.....Huntsville
Albert K. Daniel.....Crockett
W. W. Glass.....Dialville
Tom P. Cooper, Jr.....Lindale
Sidney Latham.....Longview
Gus Herzik.....LaGrange
Conde R. Hospins.....Gonzales
James D. Young.....Cuero
Howard G. Hartzog.....Port Lavaca
W. E. Pope.....Corpus Christi
Morris Roberts.....Pettus
Augustine Celaya.....Brownsville
Homer Leonard.....McAllen
E. D. Dunlap.....Kingsville
Edward H. Lange.....Laredo
Walter E. Jones.....Jourdanton
Joe Caldwell.....Asherton
Pat Dwyer.....San Antonio
J. Franklin Spears.....San Antonio
R. L. Reader.....San Antonio
P. E. Dickison.....San Antonio
Pat Jefferson.....San Antonio
Vernon Butler.....Falls City
T. E. Knetsch.....Seguin
A. C. Riddle.....Lockhart
Thomas J. Dunlap.....San Marcos
John B. Patterson.....Austin
Jack Padgett.....Austin
H. N. Graves.....Georgetown
Wilson H. Fox.....Taylor
Alfred Petsch.....Fredericksburg
Coke R. Stevenson.....Junction
Stanford Payne.....Del Rio
Claude Bradford.....Grand Falls
H. P. Jackson.....El Paso
William E. Clayton.....El Paso

H. M. Hankamer.....El Paso
O. C. Fisher.....San Angelo
H. O. Jones.....Winters
W. H. Adkins.....Brady
Earl Huddleston.....Oglesby
Robert W. Calvert.....Hillsboro
Ross Hardin.....Prairie Hill
W. E. Hodges.....Marlin
Hollis Frazier.....Franklin
George Mayo Newton.....Cameron
Jessie James.....Cameron
W. A. (Son) Shofner.....Temple
Raglin Jones.....Eddy
A. P. Cagle.....Waco
J. B. (Bert) Ford.....McGregor
Vernon Lemons.....Rainbow
E. E. Hunter.....Cleburne
O. C. (Slim) Venable.....Ennis
H. B. Stovall.....Waxahachie
J. W. (Joe) Youngblood.....Fort Worth
J. C. Duvall.....Fort Worth
Joseph H. Greathouse.....Fort Worth
C. E. Farmer.....Fort Worth
Lonnie Smith.....Fort Worth
John W. Fain.....Weatherford
R. A. Luckett.....Procter
J. Manley Head.....Granbury
George A. Davisson.....Eastland
Cecil A. Lotioff.....Cross Plains
J. Carroll McConnell.....Palo Pinto
R. C. Lanning.....Vineyard
D. M. (Dave) Harris.....Archer City
C. M. McFarland.....Wichita Falls
Charles H. Tennyson.....Wichita Falls
Albert G. Walker.....Vernon
J. C. Davis.....Rule
George Moffett.....Chillicothe
J. F. Lindsey.....Anson
J. Bryan Bradberry.....Abilene
Howard C. Davison.....Rotan
Leonard Westfall.....Aspermont
J. Doyle Settles.....Lubbock
A. B. Tarwater.....Plainview
Bob Alexander.....Childress
Eugene Worley.....Shamrock
H. K. Stanfield.....Amarillo
B. L. Rodgers.....Farnsworth
Courtney Gray.....Brownwood
R. H. Good.....Cooper
J. V. Ash.....Bastrop

Seek Conventions

(Continued from Page 11)

has recently chosen Dallas for its 1935 convention, to be held probably during the week of April 22, with some 200 anticipated.

Conventions During Next Month

Following is a list of conventions and sales conventions to be held here during the latter half of February and the first half of March; with a combined attendance of approximately 8,500:

- Feb. 15—State Wholesale Credit Men's Association.
- Feb. 17-22—Methodist Training School for Sunday School Workers.
- Feb. 20-22—Southern Gas Association.
- Feb. 24-26—Weichsel Company's Beauty School and Show.
- Feb. —Jewel Tea Company State Conference.
- Feb. —Dr. Pepper Co. District Bottlers.

- Feb. —Ursuline Academy Homecoming.
- Feb. —Dallas Athletic Club State Invitation Volley Ball Meet.
- Feb. —Porter Burgess Company.
- Feb. —Employers Casualty Co.
- Feb. —Interstate Circuit, Inc.
- Feb. —Bankers Life Company.
- Feb. —Southwest Battery Manufacturers Association.
- Mar. 1-2—Texas Butter, Egg and Poultry Association.
- Mar. 1-2—Kansas City Life Insurance Co.
- Mar. 3-4—Melville Shoe Corporation.
- Mar. 7-8—Texas and Oklahoma Coca-Cola Bottlers.
- Mar. 7-8—State Council Daughters of 1812.
- Mar. 7-8—State Baptist Laymen's Conference.
- Mar. 12-14—American Baptist Association.

Rankin & Mistrot is the name of a new firm of public accountants, composed of Wiott W. Rankin and B. W. Mistrot, with offices at 1119 Mercantile Bldg.

Sight Meter Solves Light Problems

A NEW aid to the production and merchandising problems of Dallas business men and industrialists is being offered by the work of the Lighting Adviser. This new profession of lighting adviser has been introduced only within the past few years, as scientists found, through research, the very definite relation between light, eyesight and efficiency of workers. Now electric service companies throughout the country are employing these specialists and training new men and women to diagnose the lighting conditions in any building and recommend changes for better sight.

With the increase of machine power, men and women have come to be employed more for skill and mental work than for actual manual work. Consequently, their sight is their most valuable tool. And too often, when the illumination is poor, the employer does not get his money's worth from his employees because their speed and accuracy are affected by eye strain. It is the work of the Lighting Adviser to measure accurately the light available to workers in any office or building, and show whether it is sufficient to permit the most efficient work.

Statistical surveys show that by the age of 20, one out of four persons has defective eyesight and at an average age of 40 years, forty-four out of every 100 persons need glasses to correct defects. In order to get the best effort of all workers, and especially of the older, more experienced ones, an employer must provide help for seeing.

Use Sight Meter

With the aid of a sight meter, scientific instrument for measuring light, the Lighting Adviser can show exactly how much light is present in any office, store or factory. He can show how rapidly light diminishes as one moves away from the window or an inadequate source of artificial light. The production manager of any firm can find out for himself how much more quickly, easily and accurately he sees in adequate light than in a dim corner where the sight meter registers a low figure. Then if he wants the suggestions of the Lighting Adviser, he can find out how to provide correct light throughout his working space. He learns what kind of fixtures and globes will be most efficient and where they should be placed for greatest benefit, how to utilize most effectively his old equipment and how wall surfaces may be made to reflect light into the room instead of absorbing it wastefully.

For selling merchandise, the question of illumination is equally important. Customers not only feel more cheerful and suffer less nervous strain when doing business in an adequately lighted concern, but they see better what they are getting, and are more likely to be satisfied with their purchases. Salespeople also are more efficient when they can see what they are doing, and relief from

Mr. Employer...

Are You Acting as Private Banker for Your Employees?

Do they call on you for salary advances and loans to help them meet emergencies? Do you want to shift this burden to a bank, where it rightly belongs? Then send them to our Personal Loan Department.

Unworried Workers Are More Efficient and Valuable

When your employees are harassed by money worries their morale slips and their efficiency decreases. They can concentrate all their indebtedness into one Loan in our Personal Loan Department and repay it in convenient payments as they get paid.

MERCANTILE NATIONAL BANK

in the Magnolia Building.

eye strain helps their personality. The Lighting Adviser, with his sight meter and his knowledge of what illumination can do for merchandising, shows the merchandiser how to sell more by making his prospects see more—and more easily. The new deal for eyes becomes a new deal for sales also.

Dallas Hotel Men Elect Harrison

Otis M. Harrison, manager of the Adolphus Hotel, succeeded J. B. Herndon, Jr., of the Hilton Hotel, as president of the Dallas Hotel Association, at the annual election in January.



Otis M. Harrison

Other newly elected officials are Lawrence M. Mangold, first vice-president; T. E. Swift, second vice-president, and Mrs. Charles L. Hamil, re-elected secretary-treasurer. The board of directors is composed of the following: J. B. Herndon, Jr., B. H. Oglesbee, W. B. Passons, W. R. Reaves and J. M. Hallaman.

Chose Dallas Because of Possibilities

Harry E. Foulkrod, a native of Williamsport, Pa., has assumed the presidency of Dallas Motors, Inc., Pontiac dealers, 808 North Harwood St.

"I selected Dallas after ninety days of traveling," Mr. McFarland said. "The potentialities, I believe, are best in Dallas. I looked over various retail opportunities in New England, Pennsylvania, New York and Minnesota. Nowhere did I find the outlook as promising as in Dallas."

Dallas Motors occupies a two-story structure of 19,000 square feet, with a large service department and second-floor storage. In addition the company has a large parking lot and a two-story brick building at Harwood and San Jacinto for used car operations.

Dallas Firm Praised in British Journal

"Tailoring in Dallas" is the title of a featured article in the January issue of "The Tailor & Cutter," leading tailoring journal published in London. The article is illustrated with pictures of the shop of S. Koenigsberg, Inc., at 1310 Main St., and refers to the Dallas establishment as one of the most outstanding in the country. Dallas is described as the leading financial and industrial center of the Southwest and the best tailoring city in Texas.

Construction work has been started on a \$130,000 water and sewer project in Highland Park.

DALLAS, February, 1935

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Retailers Report Successful Year At Annual Meeting

IMPROVED business in the Dallas retail market the past year and an optimistic view of the future were shown in the annual report of President Clifton Linz of the Dallas Retail Merchants Association, presented in printed form at the annual meeting of the Association held February 5. "Business Trends—Old and New," was the subject of the principal address made by F. Roger Miller, Southwest manager for the United States Chamber of Commerce. Seven directors for a three-year term were presented by the nominating committee consisting of Jas. K. Wilson, chairman, Herman Philipson and George M. Griffiths. These were W. J. Brown, A. Green Co.; Lovick Pierce, Methodist Titche-Goettinger Co.; W. A. Green, W. Publishing House; W. E. Vandervort, W. T. Grant Co.; Harold F. Volk, Volk Bros.; Eli Sanger, Sanger Bros., and I. H. Weil, I. H. Weil & Co.

Retail business of Dallas in 1934 showed an improvement over 1933. A recent report of the United States Department of Commerce showed that Dallas County did approximately one tenth of the retail business of Texas, also Dallas ranks twenty-eighth among all cities of the Nation in volume of sales and on a per capita basis exceeds all other Southern cities.

The monthly Business Review of the Dallas Federal Reserve Bank, compiled January 15, showed that Dallas department store sales for December, 1934, were 19.4 per cent better than for December, 1933, and that Dallas department stores led those of all other Texas cities in increase of business during all of 1934 as compared with all of 1933.

Will R. Wilson was chairman of the Christmas Parade Committee which successfully staged the tenth annual parade on the night of November 30 and Eli Sanger headed the committee in charge of holiday season lighting and decorating of Main and Elm Streets, together with the financing program. The Retail Merchants Association, at the request of the State Fair Association, also sponsored the decorating of the downtown streets for the State Fair.

Operation Under Retail Code

The first year of operation under the Retail Code brought its full share of complexities, which have been given careful attention. Many of the directors of the Retail Merchants Association are also members of the Dallas Retail Code Authority, of which B. F. McLain is chairman. Partly on account of problems presented by operating under codes, much study has been given plans for lessening expenses of doing business and working for greater efficiency, several committees having given such matters attention.

Dallas retailers have strongly supported the Citizens Anti-Sales Tax Association in its efforts to prevent a State

sales tax from being added to the burdens of the public, and which is also urging economy in State expenditures.

The returned goods situation in the retail stores co-operating in the Returned Goods Division shows an improvement of thirty to fifty per cent by individual stores for 1934 over 1930, which was the year preceding the institution of this joint plan for the control of merchandise returns, as estimated from reduction of return percentages to gross sales from year to year for this period. Co-operation from consumer organizations the past year in the work included special education along the lines of size ranges in children's apparel was promoted by the Thrift Department of the Dallas Council of Parents and Teachers, and the Dallas County Consumers League sponsored advertisements dealing with the cost to the consumer of unrestricted merchandise returns.

Goodwill Trip

James K. Wilson was chairman of a goodwill trip advertising the State Fair which was sent to Ennis, Waxahachie, Midlothian, Venus and other points. W. A. Green again was chairman of the committee on holiday and summer closing agreements. A straw hat day and other special days received the attention of committees. W. J. Brown headed the Legislative Committee. The Association gave endorsement and aid to the city bond issue and other matters pertaining to the Texas Centennial and many retailers are active on Centennial committees. The Secretary of the Association also served as secretary of the Chamber of Commerce Highway Committee the past year and as manager of the Chamber's Convention Department, and retailers have worked closely with these as well as other departments of the Chamber.

The 1934 officers of the Association were Clifton Linz, president; Harold F. Volk, vice-president; Z. E. Black, secretary.

Directors were W. Howard Beasley, W. J. Brown, Henry Dorsey, C. D. Gibson, W. A. Green, George M. Griffiths, W. E. Hill, H. P. Horsley, Laurence S. Kahn, Otto Lang, Clifton Linz, R. M. Lowe, W. H. Mannefeld, B. F. McLain, Herman Philipson, Eli Sanger, Harold F. Volk, Robert N. Watkin, Will R. Wilson, James K. Wilson.

Dallas Building

(Continued from Page 5)

New front for Hunt Dry Goods Company, 1208 Elm St.

The largest project in Dallas at present is the Commerce-Main-Elm underpass, work on which is progressing rapidly. Other municipal projects during the year will add materially to employment and greatly stimulate the demand for building materials.

S. M. U. to Celebrate Anniversary

SOUTHERN Methodist University will celebrate its twentieth birthday in May with an elaborate program, now being planned.

From the day in 1915 when the doors of Dallas Hall were opened in the midst of a campus covered with little except Johnson grass, S. M. U. has progressed until it has an annual average enrollment of more than 2,000 students and is one of the major educational institutions of the Southwest.

The school has moved forward on all possible fronts during the twenty years that will be commemorated in the program now being shaped under the direction of President C. C. Selecman. Friends and former students of the school are expected to gather here from many parts of the country and world for the program that will be one of the most elaborate birthday parties Dallas has ever seen.

Institution Wins Recognition

An institution which in its two decades has secured recognition from leading standardizing educational agencies of the United States and abroad, S. M. U. boasts of the most modern equipment, which is evidenced by the twenty modern buildings on its campus, erected at a cost of more than \$2,000,000 and furnished with the highest type equipment.

When Southern Methodist University opened in the fall of 1915, all classes met in Dallas Hall, constructed by the citizens of Dallas at a cost of \$257,586.35. S. M. U. has received five other modern buildings and a football stadium, gifts from friends who were interested in the university and its growth. McFarlin Memorial Auditorium, the gift of Mr. and Mrs. R. M. McFarlin of San Antonio was dedicated on March 24, 1926. Snider Hall, given on the annuity basis by Mr. and Mrs. C. W. Snider of Wichita Falls, was completed in October, 1926. It provides a dormitory for 100 women. Virginia Hall, which accommodates 136 women, was also completed in October of the same year. It was given by a group of friends in Dallas and other Texas cities.

Other buildings given through the kindness of friends include Kirby Hall, where the theological school is located; Hyer Hall, the science building, and Ownby football stadium.

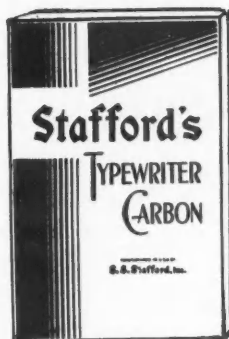
Campus Landscaped

The present campus, consisting of 132 acres, is landscaped with parkways, flower gardens, hedges and other shrubs. Dr. A. D. Scheussler, S. M. U. German professor, has been chairman of the beautification committee for ten years. Work is now under way to beautify the quadrangle on which Dallas Hall, Hyer Hall, Administration Building and McFarlin Auditorium face.

DALLAS, February, 1935

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Each part of the organization exists because the function it performs is essential to the job of giving good telephone service at fair cost to you.

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Maximum Good Fire Record Credit Would Save Dallas \$300,000

DALLAS could save \$300,000 annually on its fire insurance premiums if its citizens earned the maximum good fire record credit available in Texas.

During 1934 Dallas has received a three (3%) per cent good fire record credit and the optimists in the fire insurance business say that in 1935 this credit will be increased to nine (9%) per cent, while those less optimistic say that the credit will be only six (6%) per cent. Since the change in credit and penalty is effective March 1 of each year, the Fire Insurance Commissioner will in a few days give the official answer to this question which is being asked by business and professional men.

Since Dallas pays about two million dollars in fire insurance premiums each year, each three per cent credit means \$60,000 saved; if the nine per cent credit is reached, Dallas will save \$180,000 or

Loss ratio of 50% and less than 55%	3% credit
Loss ratio of 45% and less than 50%	6% credit
Loss ratio of 40% and less than 45%	9% credit
Loss ratio of 35% and less than 40%	12% credit
Loss ratio of less than 35%	15% credit

\$15,000 monthly from March 1, 1935, to March 1, 1936.

Texas is the only state that immediately awards its citizens for good fire records and penalizes them for bad records. In the final analysis the insurance buyers everywhere must pay for all the losses and they determine by their activity or lack of activity in fire prevention what they must pay. In Texas, however, the rewards and penalties come at once and direct.

Our credits and penalties are based on the proportion between premiums collected and losses paid for the past three years and while the statistics are based on calendar years, the credits and penalties are effective March 1, so that the Fire Insurance Commissioner has sixty days in which to tabulate reports and release the statistics.

When the loss ratio over the preceding three-year period is less than fifty-five per cent, a credit is allowed as follows:

Hundreds of Families Move to Dallas

During 1934, 3,120 families, with an average of 4.2 persons per family, set up new households in Dallas, according to the records of the Merchants' Greeter Service, whose duty it is to contact new arrivals in the interest of its clients.

Representatives of the Merchants' Greeter Service called on 3,120 new families moving to Dallas during the year and establishing themselves in residences or apartments. These families represent a total of 13,104 persons, and came from forty-four states and fourteen foreign countries. Every state was represented, with the exception of New Hampshire, North Dakota, Rhode Island and West Virginia. Principally they came from California, New York, Pennsylvania, Ohio, Illinois, Oklahoma, Arkansas, Louisiana, Missouri and Alabama.

Damon Shipp is head of the Merchants' Greeter Service, which has its Dallas office in the Tower Petroleum Building. The company operates a similar service in twenty-five other cities. According to Mr. Shipp, no city in the population class of Dallas, of all the cities in which the service operates, drew so many new families as moved to Dallas in 1934.

D. L. Johnson and C. M. Johnson, brothers, who have operated Chevrolet dealerships in Central and East Texas for several years, have bought the Flippen Auto Company Chevrolet dealership, 1907 Ross Ave.

Dallas Taxes Lower Than Most Cities

Dallas has one of the most favorable tax rates in the Nation within its population class, city officials learned recently from data published by the National Municipal Review, compiling this information from all sections of the United States.

If taxes here were raised to the average of the four other largest cities in Texas, compilations showed that property owners here would have to dig up \$833,520 more each year, based on figures for 1934, while city and school purposes combined would mean raising \$955,943 more.

Comparing taxes here with those of fourteen other cities within the population class from 250,000 to 350,000, additional taxes necessary would total \$1,294,561 for city purposes and \$1,771,230 more for city and school purposes together.

This city has the lowest tax rate for city purposes of any other city in the State, officials said after reviewing the compilations. Per capita taxes here for city purposes in 1934 were \$13.96, lowest in the State. Nearest approach from other cities was \$14.14 for El Paso. This per capita rate also compared favorably over the Nation.

A sewer project to serve 200 acres in University Park, to cost \$46,000, has been approved and work is expected to get under way within a few weeks.

Transients Organize Enterprise Club

THERE is an organization in Dallas consisting of about 800 "unattached men and about 350 families which vitally concerns the business men of this city. Information regarding this vast organization is scarce and it is practically unknown except to those wholesale houses and landlords with which it does business.

The Dallas Division of the Texas Transient Bureau, under the direction of F. T. Patillo, division director, is doing a quarter million dollar annual business with Dallas firms and individuals. Approximately \$50,000 of this sum is paid to tax-paying landlords in room rent for transient families. Mr. Patillo states that many of these property owners are entirely dependent upon this income for their subsistence and would be forced upon the county relief rolls if it were removed.

Practically all the work incident to an organization of this size is done by the transients themselves. Many of the guests of the Bureau are business and professional men who have met with temporary reverses due to circumstances beyond their control. These men have been found to be very capable and are used in many instances for administrative and directional work.

Regardless of the type of work to be done, whether it be building a small city such as they have at Hutchins, or accounting, filing, office management; hotel services such as cooking, waiting, desk and room clerks, they can all be found and are being used to advantage here.

A group of the most progressive and aggressive of these men have organized themselves for the purpose of selling its members and their services to Dallas. To be eligible for membership in The Enterprise Club a man must be a resident for two or more weeks. He must be a gentleman and he must signify his intention of establishing permanent residence in Dallas. Its officers are J. W. Carrigan, president; Joseph Libby, vice-president; Shelby E. Hogan, secretary; and Melvin Bockman, treasurer. The Club meets in the Y. M. C. A. at dinner, twice monthly and invites members of business organizations or individuals to attend.

The members are young, intelligent, ambitious, and have the foresight to realize the far-reaching possibilities of Dallas. They are here to stay and have placed all their faith, hopes and aspirations in Dallas.

Kramer Honored

Arthur L. Kramer, president of A. Harris & Company of Dallas, was elected to the board of directors of the National Retail Dry Goods Association at the Association's annual meeting in New York in January.

DALLAS, February, 1935

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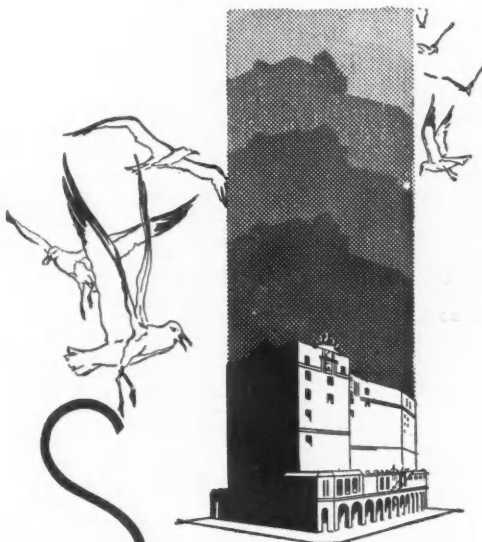
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Special rates THIS WINTER

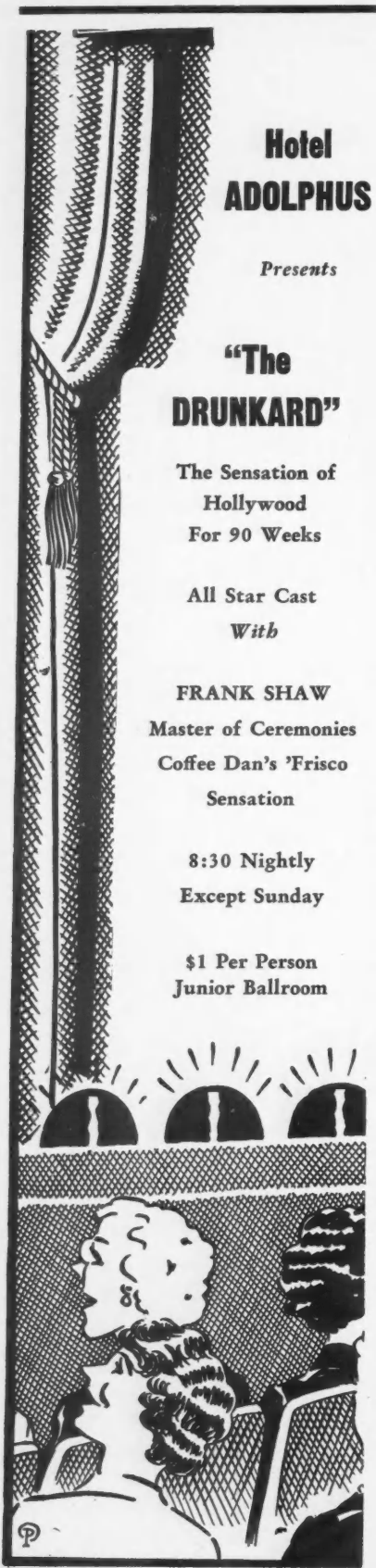
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Junior Chamber News

Patton Receives Award

Jack Patton, staff artist of The Dallas Journal, whose cartoons appear daily on the front page of that paper, and creator of Spence Easley, strip which appears on The Journal comic page, was



Jack Patton

presented the Junior Chamber of Commerce 1934 Civic Award at the Chamber's eighteenth inaugural ball in the Baker Hotel, Wednesday night, January 23.

Patton was the unanimous choice of five judges as young man, between 21 and 35 years, who made the greatest con-

tribution to the advancement and welfare of Dallas last year.

Five hundred members and guests looked on as Dr. John O. McReynolds made the presentation. Composing the committee of judges were Dr. McReynolds, Herbert Marcus, D. A. Little, Charles F. O'Donnell and Fred F. Florence.

Mack Hargrave, president, and other new officers were introduced. George O. Wilson officiated as toastmaster.

Hargrave's inaugural address was brief but to the point, clearly expressing plans of the administration for the ensuing year. He emphasized the fact that as a civic organization the Junior Chamber should enlarge its membership that it might wield more influence and become more powerful in its civic undertakings.

Mrs. Uneta R. Brown, retiring executive secretary of the Junior Chamber, was presented a scroll signed by past presidents and a traveling bag as tokens of appreciation for her efficient service to the group during five years of active and conscientious participation in its activities.

Following the formal program, a floor show and dancing occupied the remainder of the evening. It was altogether one of the gayest and most enthusiastic gatherings of the organization in several years.

* * *

Dallas on the Air

The Junior Chamber of Commerce of Dallas went on the air Tuesday night, January 22, on the Columbia network broadcast in honor of the fifteenth birthday of the United States Junior Chamber of Commerce. Dallas was the only city in the South represented among the five organizations taking part.

The program began in Los Angeles at 10 p. m. (Dallas time), and the Dallas portion of the broadcast went on the air at 10.15 p. m. Eric C. Gambrell of Dallas, national vice-president, made a very

informative and inspiring address. The Southern Methodist University Band, with Bob Goodrich directing, contributed a lively musical program as their contribution toward success of the broadcast.

* * *

Miss Nicks New Secretary

Miss Etta May Nicks is the new executive secretary of the Dallas Junior Chamber of Commerce, succeeding Mrs. Uneta Brown. Taking over her duties on January 21, she has already made a host of friends in ranks of the organization and through her efficiency, personality and willing co-operation won the confidence of the executive staff.

Miss Nicks is a graduate of Kidd Key College and of a Dallas business school. She attended public school in Tyler. Her birthplace is Lufkin. After finishing business college she was employed in a clerical capacity at the Texas Hotel in Fort Worth and later was with the Fort Worth Retail Merchants Association.

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Regional Conference at Fort Worth

The 1935 Regional Conference is to be held in Fort Worth, March 1 and 2. A large delegation from Dallas is expected to attend to assist in making this the biggest and most successful conference ever attempted by the Junior Chamber of Commerce in the Seventh Region. National President Dick West and most of the officers of the organization in this region will be in attendance during this conference.

This region has the reputation of being one of the strongest and best organizations in the country. The 1935 conference should do a great deal toward making this region much stronger in the national organization.

Jack Estes Appoints Sub-Committees

Jack Estes, chairman of the Transportation Committee, has announced the following sub-committees for 1935:

M.-K.-T. and L. A. & T.—A. C. Valentine, chairman; R. G. Robinson and F. R. Horton.

Santa Fe—G. K. Weatherred, chairman; C. E. Hines and A. J. Stone.

Texas & Pacific—H. B. Lockett, chairman; Frank A. Leffingwell and W. A. Sutherland.

Southern Pacific-Cotton Belt—J. E. Farrow, chairman; L. O. Langley and C. E. Hinds.

Frisco and Electric Interurban Lines—L. O. Langley, chairman; S. E. Johnson and A. C. Valentine.

F. W. & D. C.-B. R. I.-Rock Island—F. R. Horton, chairman; F. G. Robinson and A. J. Stone.

Legislative—A. L. Reed, chairman; H. B. Lockett and C. E. Hinds.

Mail, Express and Passenger Service—Jack Estes, chairman; L. L. Roberts and S. E. Johnson.

Motor Bus and Motor Freight Lines—L. L. Roberts, chairman; Jack Estes and G. K. Weatherred.

Commercial Failures

Commercial failures in the United States in 1934 totaled only 12,185, according to Dun & Bradstreet, Inc., which is the lowest record since 1920 when there were 8,881 failures. In only three years during the last quarter of a century—the boom years of 1918, 1919 and 1920—has the record of 1934 been equaled. Total liabilities involved in failures during 1934 amounted to \$264,248,176, which was the smallest figure since 1919.

Figures published recently showed that Texas alone established during 1924 even a little better record than the country as a whole.

March 2, Texas Independence Day, has been set as the date for the beginning of the sale of the \$2,000,000 bond issue to be used in financing the Texas Centennial Central Exposition in Dallas.

DALLAS, February, 1935



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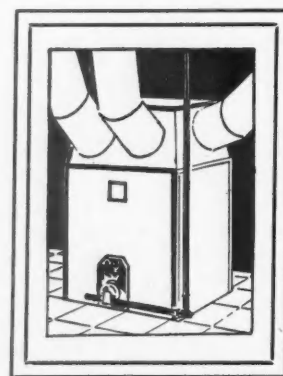


Dallas Sleeps Extra 1/2 Hour

We see the Simmons Sleep Equipment people have opened a branch factory in Dallas, and this reminds us to brag a little about the extra half hour of sleep that Dallas men have every winter morning. The town runs with natural gas, so nobody needs to get out in the cold gray dawn to build fires. A man can just turn a lever for instantaneous heat. In fact, he can sleep right through and let a thermostat turn it on, if he has a modern heating plant. Have you seen these spotless systems? (If you have an old-fashioned heating plant, you can switch it to gas in half a day, with a Conversion Burner.)

Miniature Furnaces, Also

If you aren't ready for a central heating plant, help yourself to the new-type enclosed heaters that work like furnaces. The flame never touches the air you breathe.



Warm Air Heating Plant

Warms the whole house. Thermostat snaps on the heat at sun-up and turns it off at bedtime. These systems come, if desired, with air-conditioning equipment to clean and moisten the air.

LONE STAR
The Dallas Gas Company
GAS SYSTEM

So
you
may
know

THE DALLAS MAGAZINE

announces the edition of a special medical issue in March. This issue is to honor both the Dallas Southern Clinical Society, meeting at the Baker Hotel, March 18th to 22nd inclusive, at its 7th Annual Spring Clinical Conference, and the Texas State Medical Association who hold their conference May 13th to 16th. Its purpose is to aid in assuring an unusually large attendance of out of town physicians at these two important conventions as well as to publicise Dallas through the reading columns of this magazine as the medical center of the Southwest. Dallas justly deserves the distinction of being called the medical center of the Southwest and DALLAS will present statistical data in its medical issue which will clearly show that this professional prestige is warranted.

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